



a future for our past

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Achievements

During its first year, Heritage Perth has achieved the following objectives:

- Surpassed its fundraising target of \$300,000 for 2009/10 financial year.
- Launched the Hi-Tech Heritage Trail covering ten heritage sites in the city centre.
- Completed the first 'Light Up the City' project at Wesley Church.
- Inaugurated Heritage Day on 15 November 2009 that enticed a staggering 5,000 people into the city to participate in the 49 activities at 18 different locations. The event attracted 110 recorded media hits.
- Conducted Easter school holiday lunch time heritage story-telling sessions at three city locations, attracting large audiences - in partnership with the Heritage Council (WA).
- Heritage Perth has become a leading, respected and independent advocate for heritage matters within the city and beyond through wide-spread media coverage, promotional talks and lectures.

Support an Organisation that Achieves

Working in partnership with key organisations, Heritage Perth has carved a unique niche in the heritage market within the city. It compliments the activities of others with accessible methods of communicating important messages about heritage.

The aim is to develop a culture where heritage places are respected, conserved and maintained by a well informed and concerned community that values heritage for its unique contribution to Perth's 'sense of place'.

Become a supporter. You can assist us in promoting a community spirit that fosters a celebration of our heritage. You can help inspire a strong cultural identity for the people that live, work, play and visit Perth. By supporting Heritage Perth, you can ensure a 'future for our past.' Join us in doing for Perth's heritage what others just talk about doing.

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Vision

Perth is a city where heritage places are respected, well conserved and maintained. It has an informed and concerned community that values and celebrates its heritage for the contribution it makes to Perth's 'sense of place'. The aim is for a community that works to protect irreplaceable heritage places through innovative and dynamic projects that emphasise coordination, integration and managed change for the benefit of present and future generations.

Introduction

The role of Heritage Perth is to show the heritage of the city in a positive light as a major social and economic asset.

Its objectives are:

- Achieve wide-spread recognition that heritage sites in Perth are a positive economic and community asset that are appropriately conserved and interpreted.
- Ensure that Perth's heritage sites provide significant visitor and tourist opportunities.
- Raise sufficient funds to support Heritage Perth from all possible sources.
- Be the leader in delivering heritage-related projects.

Heritage Perth has made a huge impact on the way people perceive the value of Perth's superb treasury of heritage places through innovative projects and a high media profile. This is demonstrated by a significant increase in enquiries received by the City of Perth and in the number of people attending heritage events.

How Does Heritage Benefit Our Community?

- Heritage helps makes our community unique.
- Heritage helps fosters local identity and pride.
- Heritage contributes to the local quality of life by creating a character environment.
- Well-maintained heritage streetscapes and landscapes contribute to safer and more comfortable communities.
- Heritage sites help increase tourism income.

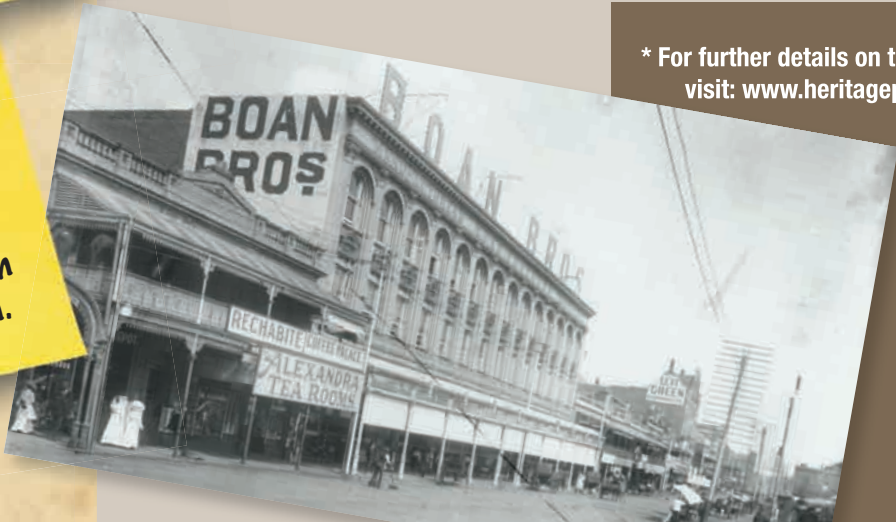


***A Curtin University Study attributes \$350 million pa to heritage tourism in the Perth city centre.**

If converted into petrol, the energy used to create an early twentieth century, three-bedroom, brick-built home would be sufficient to drive an average family car around the world five times.

***An Australian Property Institute study shows that the value of heritage listed properties is growing 2.6% pa faster than non-listed properties in some areas.**

An overseas study suggests that restoring an old building and giving it a new use, creates 16.5% more jobs than a new construction.



- Adaptive reuse of heritage resources benefits the environment.
- Using local materials and labour, restoration and adaptive reuse of heritage places, helps the local economy.
- Restored heritage buildings become centrepieces for revitalised communities.

*** For further details on these benefits, visit: www.heritageperth.com**

An Organisation that Delivers

Public recognition and an increased impact of heritage places is being achieved through distinctive projects and an informative Heritage Perth web site. Heritage Perth is successfully turning negative attitudes into a positive recognition of the economic and community value of heritage assets.

Heritage Perth projects achieving this transformation include:

Look Up Perth

As the ground floors of central Perth shops have been redesigned for modern retail use (resembling most other city centres around the world), the conclusion might be that Perth has retained nothing from its past. However, from the first floor upwards, a wonderfully rich treasury of architectural styles is to be discovered. These chart the history of Perth from the mid-nineteenth century.

In encouraging active appreciation and understanding of the heritage that surrounds us, Look Up Perth demonstrates a wealth of magnificent heritage buildings that still line the city's streets. This campaign encourages people to look around them and realise the importance of these 'anchor holds' in today's environment.

A media campaign reached an estimated audience of 3.7 million people nation-wide. It included interpretive leaflets, guided walks and other events. Look Up Perth encourages visitors and citizens into the city centre to explore above street level.



The trail targets locals, international visitors and young people in particular. The aim is to encourage involvement in the heritage that surrounds them.

Light Up the City

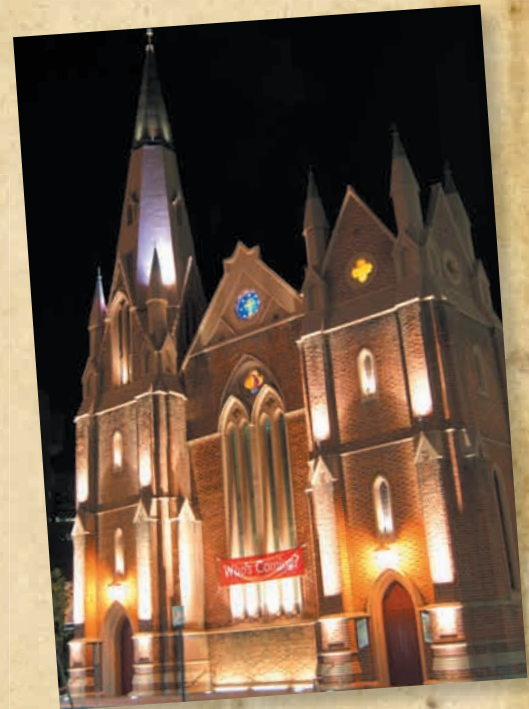
Light Up the City provides a spectacular lighting show that brings important buildings to life at night. This helps reaffirm the Perth's title of 'City of Light.' The scheme provides up to a 500% efficiency dividend over conventional façade lighting systems.



Hi-Tech Heritage Trail

The Hi-Tech Heritage Trail is an innovative way to tell the story of Perth through its buildings and historic sites.

A Lotterywest grant enabled Heritage Perth to develop a web-based system capable of delivering information on heritage buildings to most modern mobile phones. Thanks to iiNet, ten heritage sites around the central city are now 'wireless enabled.' This allows trail participants to download text, audio and photographic information about the site being visited, free to their mobile device.

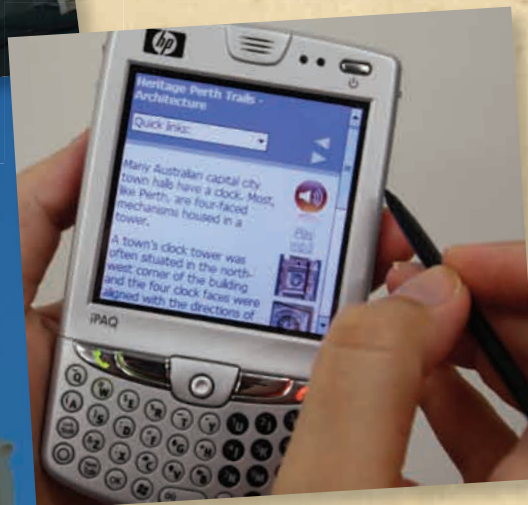


By lighting the city's icon buildings in a sustainable way, we encourage building owners to switch off internal lights, thus replacing mega-Watts of power consumption with kilo-Watts of magical lighting.

The first building in the city to be lit under the 'Light Up the City' project is Wesley Church in the centre of the city. The stunning new façade lighting scheme was formally switched on by the Lord Mayor on 15 November 2009. Further exciting projects are now in the pipeline.

Light Up Perth aims to encourage reactivation of the city centre and draw increased numbers of visitors into the city in the evening.

The trail was launched by the State Minister for Heritage, John Castrilli MLA, and the Lord Mayor of Perth, Lisa Scaffidi, on World Heritage Day, 18 April 2009.





Heritage Day

Heritage Day provides a unique opportunity for people of all ages to explore and enjoy sometimes hidden, often curious and always interesting places in the centre of Perth, completely free of charge.

The theme for the first ever Heritage Day was 'Living Stories.' It focused on people and the places they created, reflecting on the importance of the city's heritage to our quality of life. From the amazing and extraordinary, to the unique and quirky, there were walks, talks, tours and activities that celebrated the people, buildings and events that make Perth great. The inaugural Heritage Day on 15 November, 2009 attracted over five thousand people into the city to take part in 49 varied activities that were available at 18 different venues.

Such was its success, future events will run over two days. Heritage Days are planned to become the city centre's largest heritage event.

Heritage Perth Web Site

The aim is to become the most used and popular heritage web site in Western Australia. It gives details of the organisation and contains a wide range of information on heritage and related issues in the city, and beyond.

Since its launch in April 2009, nearly 100 pages have been posted on the site. They range from a 'Short History of Perth' to a photo quiz of city buildings; hints and tips on how to care for an historic building; researching your family history; and a 'What's Been Lost' section focussing on buildings in the city centre that were demolished during the last quarter of the twentieth century. There are news updates on latest developments within Heritage Perth. The web site also announces heritage events taking place within the city boundaries.

Future plans include an education section, children's pages and case studies of recent conservation work.

- Heritage Perth aims to be the primary organisation for the government and the media to consult on heritage matters in the city and beyond.
- Thanks to the pioneering work of Heritage Perth, several organisations are now working towards utilising the technology of our Hi-Tech Heritage Trail to fulfil their own heritage interpretation needs.
- The 'Light Up the City' bench-mark specification for environmentally low-impact façade lighting schemes - is being used by the City of Perth for projects such as the façade lighting on Council House.
- Through its publicity, active lecture program and presentations, Heritage Perth is now a much sought after media commentator.



